

Name of high school:	
Name of contact person:	

Background

Identify the traffic safety topic you selected for the campaign. Briefly describe why you selected the topic. This may include research and resources such as student surveys and media coverage if applicable. List the goal(s) of the campaign.

Last spring, a crash killed three teens ages 15, 17 and 18 in the community surrounding Sample High School. The Sample Police Department determined the 18-year-old driver was intoxicated at the time of the crash. All three teens were students at Sample High School.

Given the recent events, the Student Leadership Services Chapter at Sample High School selected underage drinking as the topic for our proposed campaign. Our goal is to raise awareness of the dangers of driving under the influence by highlighting the serious consequences.

SAMPLE

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Project Summary

*As completely as possible, describe the campaign you plan to develop. Identify the campaign name, timeline, and planned activities/events (minimum of three). **This should include a proposed budget, how you will incorporate Ford Driving Skills for Life and AAA Keys2Drive, and how you plan to work with the community and media.** A sample budget is attached. Your campaign plans can change throughout the school year, but please be as detailed as possible so your project manager can help you develop your ideas and provide suggestions.*

Our campaign name will be The Spartan Standard and will play off the idea that as Spartans we hold ourselves and our peers to a higher standard of driving smart and not under the influence.

Proposed timeline

- October: make any necessary changes to campaign proposal, prepare orders for promotional items, schedule events
- November: order all promotional items; buy candy, camera, gift cards, web site, and survey monkey subscription. Conduct pre-test survey. Schedule assembly speaker and driving simulator.
- December: Set up campaign website. Hold Event #1
- January: Hold Event #2
- February: Hold Event #3
- March: Conduct post-test survey; put together final report summary and video.

Event #1

During the first week of December we will kick off our campaign by introducing our team and our goal on the morning announcements. Each day we will read facts and statistics from Ford Driving Skills for Life and AAA Keys2Drive on the announcements and we will play their informational videos during each of our lunch periods. Kick off week will end on Friday with an informational table set up by the office all day. At the table students can pick up a parent-teen driving agreement from AAA Keys2Drive, a bumper sticker with our campaign name, and information sheets from Ford Driving Skills for Life. Students who sign our banner as a promise to not drink and drive will receive a piece of candy. Students who return their parent-teen driving contract will be entered in a drawing to win one of our campaign t-shirts. Our team will take video footage of the event to be used in our final report video. Pictures of the event will be posted to our campaign website and the school Facebook page in order to involve our local community in our campaign and to gain media coverage for this important issue.

Event #2

Our second event will be a poster making contest held during lunch and after school. Students who make a poster can enjoy free pizza and will receive a bracelet with our campaign name on it. While students wait to make a poster they will have the opportunity to complete the Ford Driving Skills for Life online driving academy. Students who print off their driving academy certificate will be entered to win one of 8 gift cards, which will be distributed at our last event. We will send photos of our winning posters to the local newspaper with a story about our campaign and why this issue is important for teens. All of the posters will be hung up at school and around our community in order to spread our message to others, both inside and outside of our school. Our team will continue taking video footage for our final report video and pictures of the event will be posted to our campaign website and the school Facebook page.

Event #3

Our final event will involve a school wide assembly with a guest speaker. Before and after the assembly teachers will have the opportunity to take their classes to experience the AAA driving simulators. Outside of the assembly we will have a table with free key chains, snacks, and free brochures from the Office of Highway Safety planning. At the end of the assembly we will pick the winners of the Ford Driving Skills for life online academy raffle. We will invite the local news to cover the event and if possible we will hold another session of the guest speaker after school so that parents of our students and other community members may also attend. We will also take video footage for our final report video and pictures of the event will be posted to our campaign website and the school Facebook page.



2013-2014 Sample Campaign Proposal

Michigan.gov/s4sd

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Proposed Budget

[illegible]

**If needed, plan early for transportation costs to the Ride and Drive. Contact your project manager if you have any questions or concerns.*

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Evaluation

Briefly describe the planned methods for determining if the campaign met the proposed goal(s) and how you will implement those methods. Pre and post tests are preferred, but students are also encouraged to come up with creative methods for measuring campaign success.

The campaign team will conduct a survey during the first week of activity in November to determine the current level of awareness in the dangers of underage drinking. The team plans to have a table in the entrance hall before and after school, as well as near the cafeteria during lunch. Team members will stand at the table to encourage other students to take the survey. The team will also approach teachers about distributing the survey during class.

During the last week of the campaign activity, the campaign team will use the same methods to distribute a second, follow up survey. The results of the two surveys will be compared to determine if the campaign met the goal of raising awareness.

The campaign team will also track attendance and participation in activities.